BRAND App User Manual

Welcome

Welcome to the BRAND app.

Now you can share your voice with easy feedback and reactions to show management what motivates and inspires you. Your Feed and Inbox will keep you from missing important Announcements, Surveys, and Events.

Your management team has placed the power to influence and improve your workplace into the palm of your hand.

This manual will help you navigate and maximize your use of the BRAND app.

How to use the BRAND app

How to Download the BRAND app

1. Use the BRAND instructions from the invitation email.
2. If you cannot find the invitation email, You can download the BRAND app directly from the Apple Store (For iPhones) or the Google Play Store (for Android phones). Look for BRAND app by WIDGET.

Preferred Email address

Use your main work email as your username. If you do not have an email address created by your employer, use the main contact email used for communication with your Human Resources department. **Since the app is invitation-only, an unrecognized email will not work in the system.**

Installing the BRAND app

Email Installation: Installing from the email link

If you cannot find the app in the Apple Store or Google Play Store, you should check your account login on the Apple Store or Google Play Store to be sure you are **logged into the store using the correct email address.** If you have not received the invitation email and cannot log into your phone's app store, contact your Human Resources department to verify the correct email address for your account.

Direct Installation: Installing the app from the Apple Store or Google Play Store

As previously noted, you should log in using your work email in either the Apple Store or the Google Play Store to download the app.

The app should be downloaded and opened in the same way as any standard app.

Click the "Install" button, and once the download is complete, open the app.

Image: Installation example from Google Play Store.

Left: Install button (circled)

Right: Open button (circled)
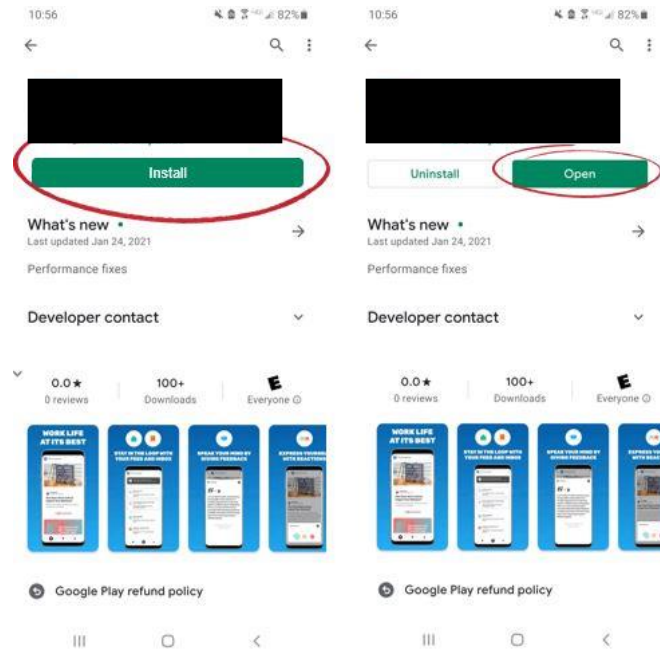
Opening the BRAND App

Logging in

When logging in, you find instructions to create a password. If the app does not prompt you to create a password, select "Forgot password." After selecting "Forgot password," check your main work email address for the reset password link and instructions.

Welcome screens

After creating and entering a password, you will see a series of three welcome screens. The purpose of Feedback, Reactions, and your Feed & Inbox are all clearly explained. After clicking "Next" through each of the first two screens, click "Go to my feed" on the third (last) welcome screen.

Images: The three welcome screens explain the purpose of feedback, reactions, and use of the Feed and inbox.

Feedback

Speak your mind.

Give honest feedback to your
company's activities. When
announcements are posted
in your feed, send feedback
so your ideas and insight
can be used to improve your
workplace.

Next

Reactions

Express yourself.

Give accurate reactions to
your company's activities.
When announcements are
posted in your feed, send
experessions so your feelings
can be used to improve your
workplace.

Next

Feed & Inbox

Stay in the loop.

All of your company's
activities are shown in your
feed, while your inbox shows
important notifications about
certain activities from your
company that you'll want to
complete.

Go to my feed

Your Feed

In the upper left corner, you will see your organization's logo and name. In the upper right corner, you will see the gear icon, which opens the Settings for Legal & Privacy policy and the Logout function.

About the Legal & Privacy information

The Legal & Privacy information links to Widget.com/privacy. Information about the privacy of information received and collected, information use, data retention, disclosure and sharing of information, security, and more are included in this policy.

Images: Settings and Legal & Privacy screens.

Left: The gear icon for Settings is in the upper right corner (circled). The Settings screen with Legal & Privacy and Logout options is displayed.

Right: The Widget site, which shows the Legal & Privacy policy in its entirety. All updates to our legal and privacy policies will be live on this site.
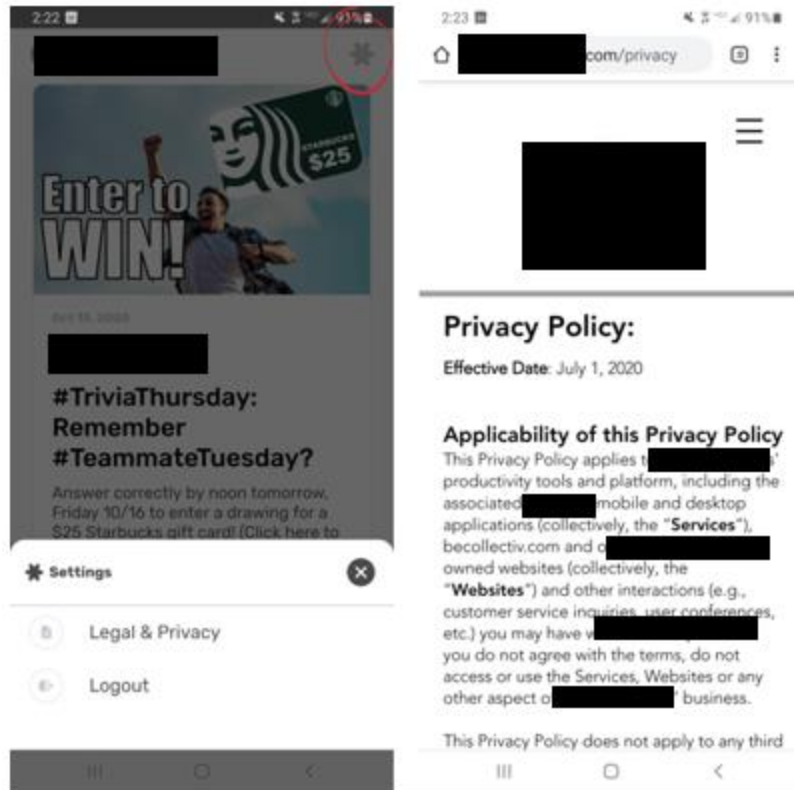
Logout/Reset Password

If you need to log out, the logout option can be clicked, and you will be taken immediately to the "Sign in" screen. A red bar across the bottom reading "Logged out" will briefly appear at the bottom of the screen. From this screen, you can simply log back in. If you do not remember your password, you can reset your password using the "Forgot Password" option on the "Sign in" screen.

After logging back in, you will be directed through the original first three welcome screens. After the last of the screens, you can click "Go to my feed" to return to your Feed.

Images: Logout and Sign in Screens.

Left: The Settings screen with Logout option.

Center: The Sign in screen.

Right: The Feedback screen is shown, which is the first of the three screens you will see before returning to the Feed. Click Next to go through the Reactions and Feed & Inbox screens to return to your Feed.
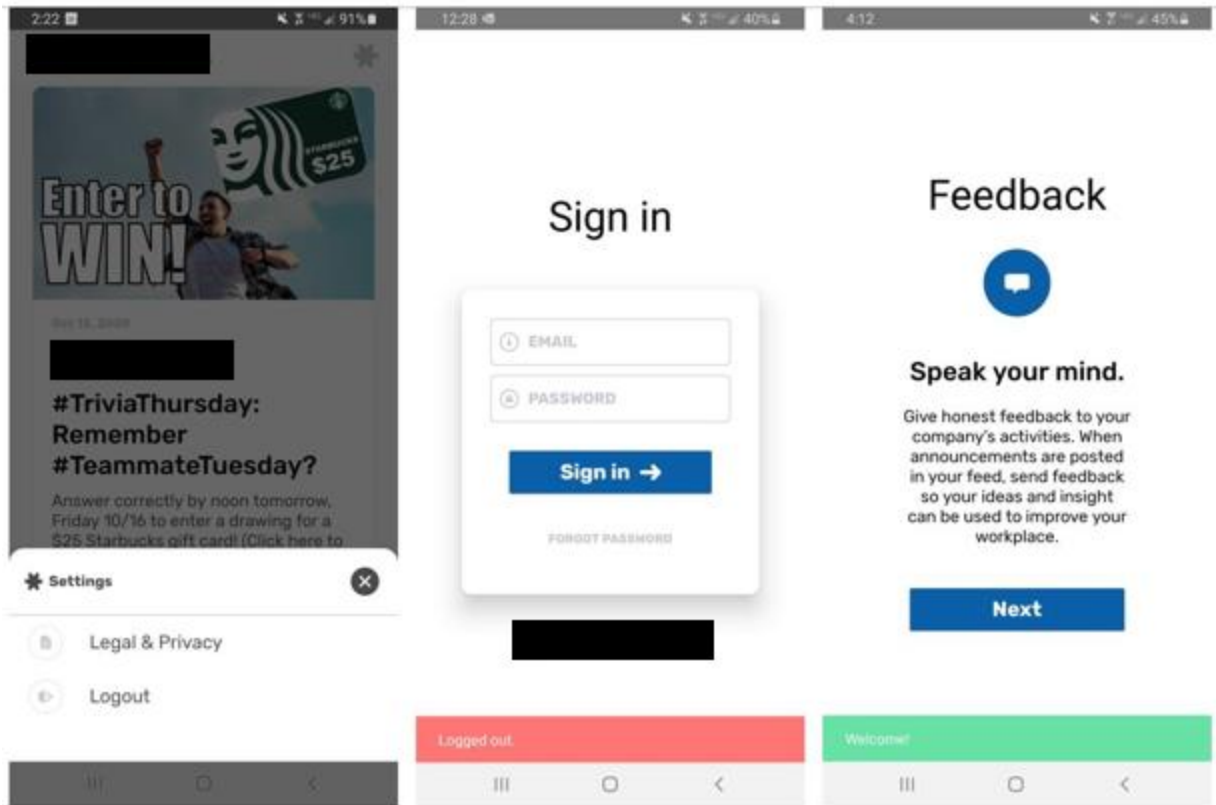
Using your Feed

All Announcements, Surveys, and Events sent to your Feed will be displayed on the feed screen. Posts are displayed in reverse-chronological order, which means the most recent post will be displayed at the top. Some operating systems may require you to refresh your Feed. Clicking the Feed button or swiping from the top down are two quick ways to refresh your Feed depending on your phone type.

New posts will display the "New" tag for the first 24 hours.

Surveys, Events, and pinned content will appear in the inbox.

A post with a video will show the "play" button on the center of the post's image. Videos can be viewed from your Feed or within the post.

Images: Feed, Inbox, and Profile screens. These screens can be accessed from any screen by clicking the icons on the bottom row. A "pinned" Event is circled on both the Feed and Inbox screens.

Left:

Feed: Return to your Feed from any screen by selecting the "Home" icon. For some Android phones, this feature also acts as a "refresh" button to display the most recent post at the top of the screen. The Feed button, New, and Pinned post labels are circled.

Center:

Inbox: Messages directed to you will be in this inbox. Pinned posts will be at the top of your inbox. The inbox button and a pinned post label are circled in this image. The first message you will receive as a new user of the app is a reminder to finish your profile and review your contact details.

Right:

Profile: You can upload your photo by selecting the "Upload" button, which will open your phone's gallery to select a photo. You can also update the Mobile Phone field with your mobile phone number. If the other fields (Full Name, Work Email, Job Title, or Department) should be updated, contact your Human Resources department. The message to contact your Human Resources Department for an update is circled.
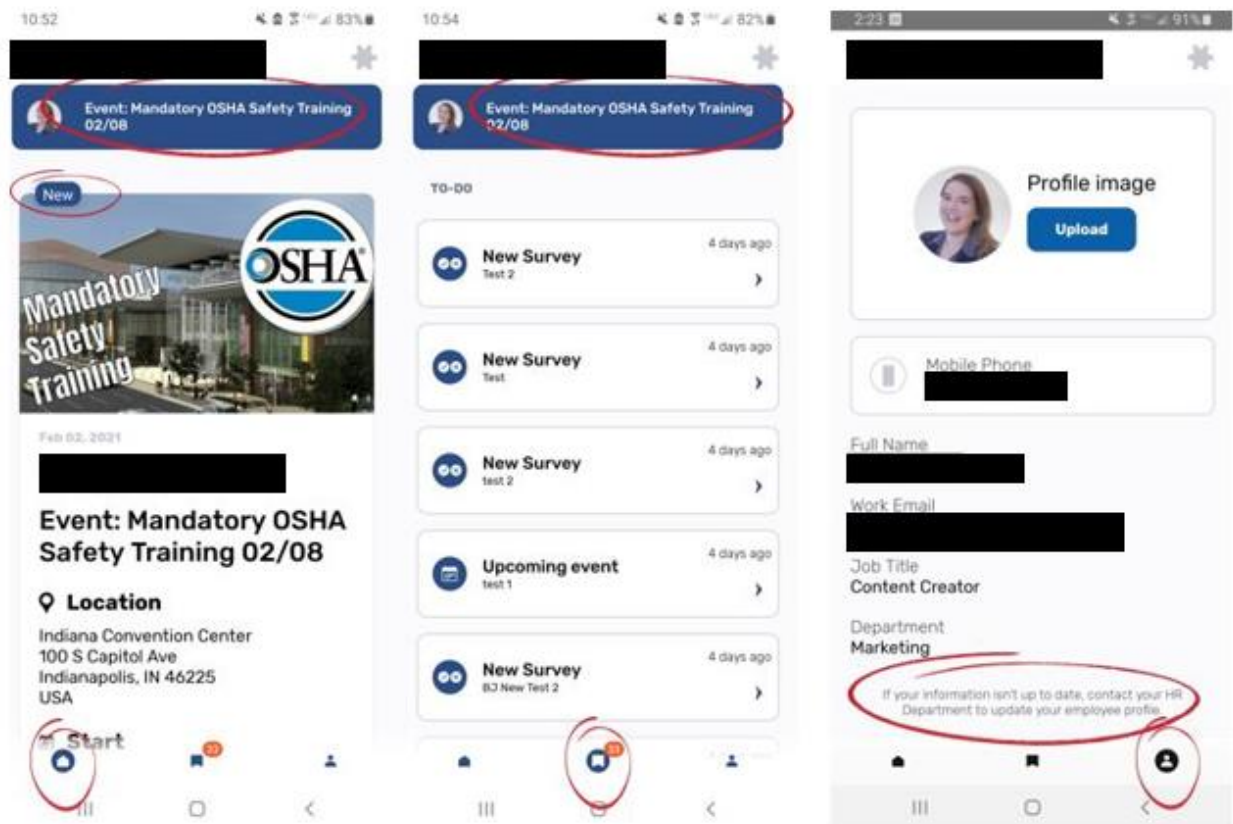
Content: Opening, viewing, and reacting to content

The three types of posts you will see on your Feed are Announcements, Surveys, and Events. Each post gives you a way to share your voice by sentiment reaction, feedback comment, or response.

- Announcements include options for both sentiment reactions and feedback comments.
- Surveys give you the chance to share your thoughts and feelings in response to questions.
- Events include the feedback comment option in addition to RSVP options.

With each content type, your Feed displays the image, title, and description. To view the full content, click the post to open.

Sending Feedback, Sentiment reactions, completing Surveys and RSVPs

All sentiment reactions, feedback comments, Survey responses, and RSVP options require a "press and hold" method to submit. This method reduces the possibility of accidentally submitting an unintended response.

Announcements

Announcements are similar to a short blog post or newsletter. Announcements give you two powerful ways to let management know how you feel: sentiment reactions and feedback comments.

Sentiment reactions

To simplify reaction submission, you can select from three sentiments to send a message about how you feel about the content.

- Blue smiling face reaction: "I support this."
- Gold neutral face reaction: "This is okay."
- Red frowning face reaction: "Not for me."

It's a quick and easy way to react instead of, or in addition to, a feedback comment.

Submitting a sentiment reaction

A sentiment reaction can be submitted directly from your Feed or by selecting the sentiment reactions button on the right side of an opened Announcement. You can press and hold to submit your reaction.

Confirmed submission of a sentiment reaction

After submitting your sentiment reaction, you will see an updated status as confirmation on the right side of an opened Announcement. The updated status will also appear on the Feed.

Images: Submitting a sentiment reaction from your Feed or an Announcement.

Left: The Add Reaction bar is circled on the Feed. A sentiment reaction can be submitted from the Feed by clicking this bar.

Center Left: The sentiment feedback button on the opened Announcement is circled.

Center Right: The Add Reaction screen, which can be opened directly from the Feed or an opened Announcement. Pressing and holding a sentiment reaction, as circled, will submit the Response.

Right: Confirmation of sentiment reaction on the Announcement. When you see this confirmation on the opened Announcement, the Feed will also display a confirmation message of the status submitted.
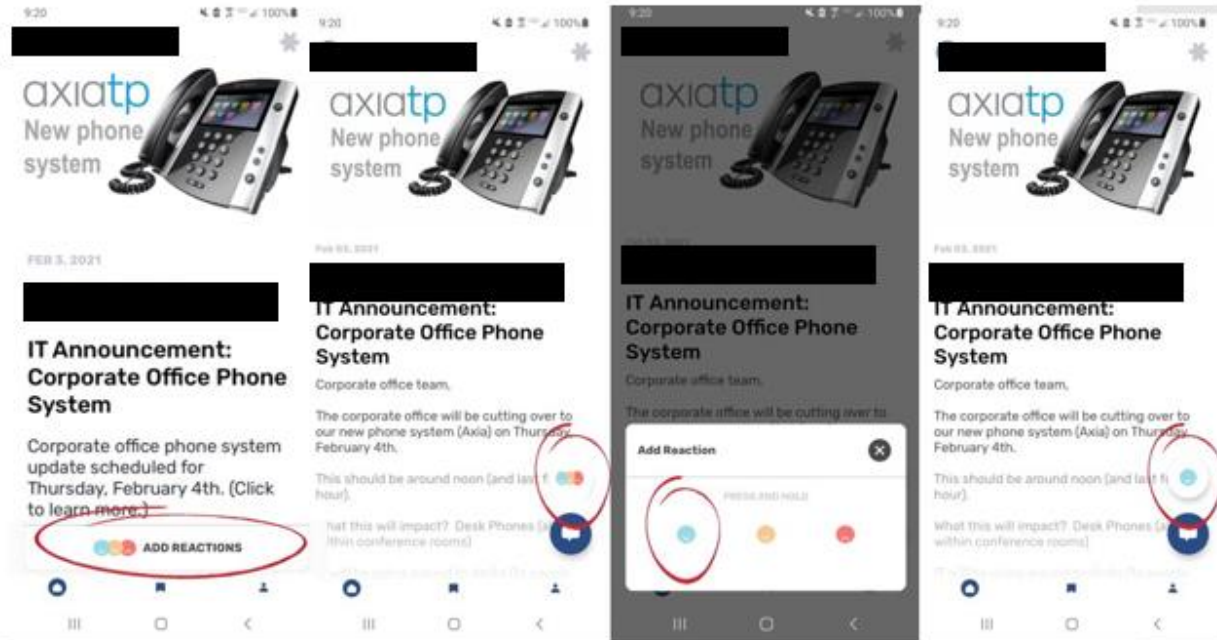
Changing a sentiment reaction

If you change your mind after submitting your sentiment reaction, you can still change it. Clicking the reaction option from your Feed or Announcement will open the same Add Reaction screen and the new reaction can be updated. The new confirmation message will reflect the updated sentiment reaction.

Feedback comments

In addition to the three sentiment options, app users can add a more specific reaction—their own freeform feedback comment. This option is available for open Announcements and Events. For simplicity of navigation and use, feedback comment responses in Surveys are completed and submitted in the same way as feedback comments for Announcements and Events.

How to submit a feedback comment

The feedback comment button is a small blue icon with a white "speech bubble" image below the sentiment reaction icon on the lower right side of an opened Announcement or Event. Clicking the feedback comment button will open a screen to enter a feedback comment.

Tapping anywhere in the feedback window will bring up your phone's keyboard. The lower right corner of the feedback window shows a character count. This displays how close you are to exceeding the maximum number of characters allowed, which is 192. Pressing "Done" will give you another chance to check your comment before submitting it.

The Send button

The Send button is at the bottom center of screens to submit feedback comments and Survey responses.

For most iPhone users, the Send button will look like a checkmark. For most Android phone users, the send button will look like a paper airplane.

After pressing and holding the send button for feedback, you will receive a confirmation message that states "Feedback submitted" with the date. For simplicity, this is the same process for fill-in-the-blank responses on Surveys. After submitting a Survey response, you will be advanced to the next question.

Some iPhone and Android phone users will need to click the "X" at the top right corner of the screen to close a feedback window.

When returning to the post, you will see a green checkmark on the feedback icon as additional confirmation that feedback has been submitted.

Unlike sentiment reactions, feedback comments cannot be edited after they have been submitted.

Image: Selecting the feedback option, entering feedback, and submitting a feedback comment.

Left: The feedback comment button is circled on the opened Announcement.

Center left: The total character count display (circled) includes a reminder of the maximum number of characters, which is 192. For iPhone users, pressing "Done" below the feedback window will minimize the keyboard to press the Send button. Android phone users will need to press their phone's down arrow button to minimize the keyboard to get to the next step

Center: The feedback submission screen. Press and hold the send button. For most iPhones, the Send icon will be a checkmark in the same position on the screen. In this example from an Android phone, the Send button is shaped like a paper airplane (circled).

Center right: The feedback confirmation screen with a confirmation message (circled).

Right: The green checkmark appears on the feedback button (circled) as additional confirmation.
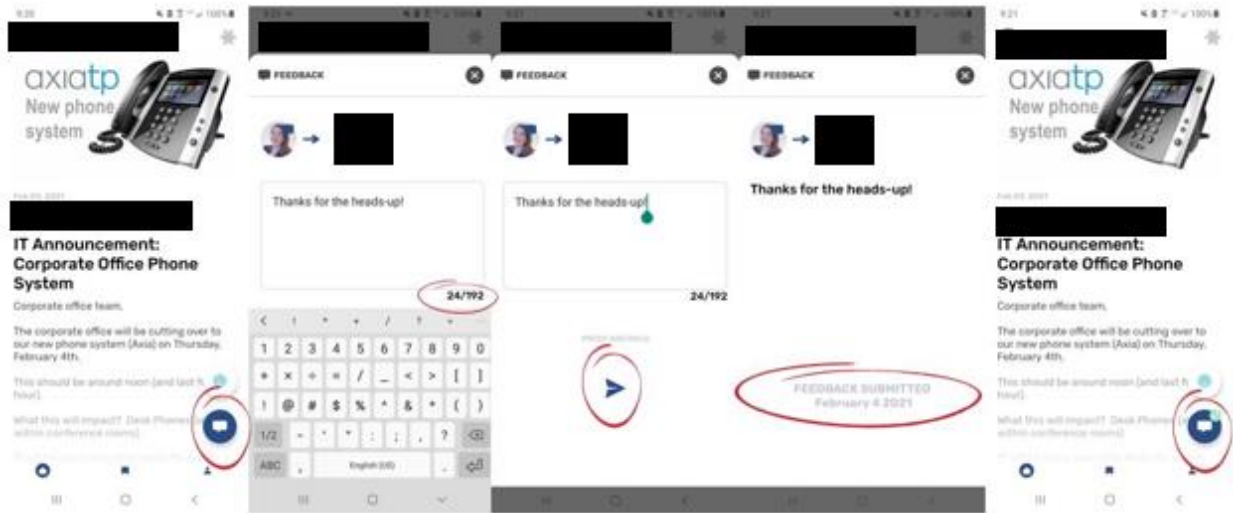
Surveys

Surveys are a powerful source of feedback for specific questions. This allows management to quickly gather precise information. To keep the Survey focused on gathering specific data, sentiment reactions are not available on this type of post.

Submitting a response is done by the same "press and hold" option for other response types.

How to Start and Complete a Survey

Surveys are identified by the "Start Survey" message on your Feed below the title and description with the number of questions. If a video is included, it will also be noted on your Feed as "Video Intro."

A Survey can be clicked to open the same way an Announcement can be opened from the Feed. When a video is attached, you can play the video from the Feed or within the first screen before clicking the "Start Survey" button. You also have the option of playing the video while completing the Survey. This option is accessed by clicking the play button on the upper right corner of the Survey question screens.

Response options are submitted by clicking the response button and the send button.

Fill-in-the-blank responses are submitted in the same way as a feedback comment.

> Images: Survey with video.
>
> Left: Opening a survey from the Feed. The "Start Survey" bar is seen from the Feed.
>
> Center left: The play button is circled on the video. The same play button is seen on the Feed. The play button was clicked to show on the next image.
>
> Center right: The "Start Survey" button is circled. The video can be played from this screen and upcoming screens.
>
> Right: Standard navigation options for videos are available from this screen.
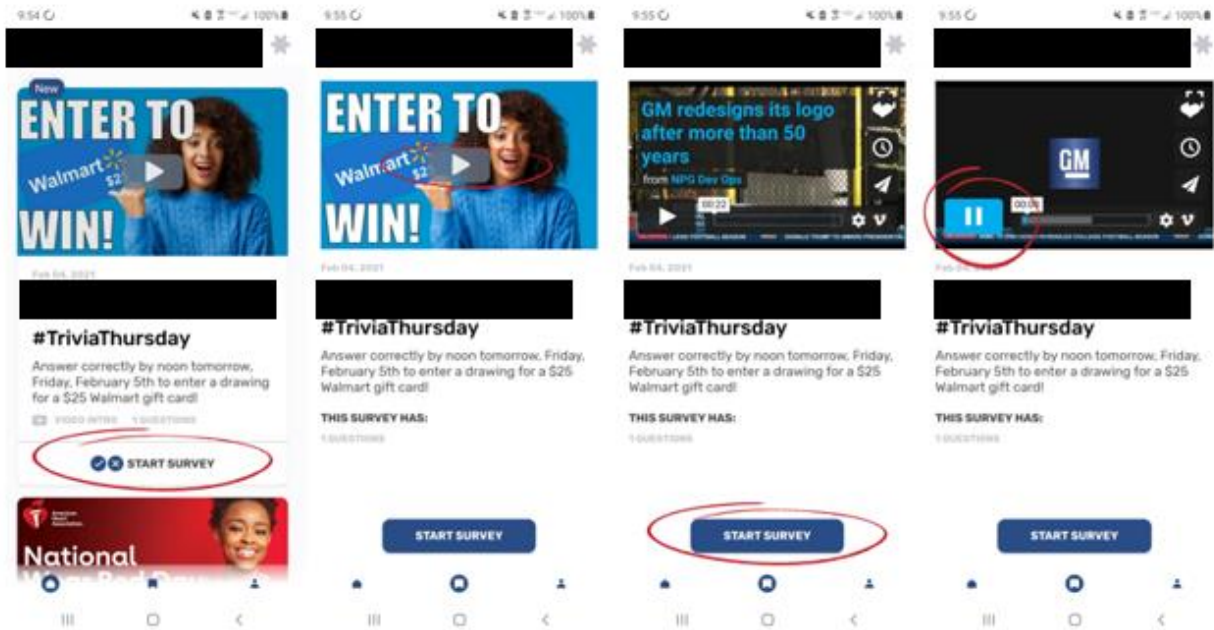
Image: Survey with video play options.

Left: To get another look at the video during a Survey, click the play button (circled) in the upper right corner of the question screen.

Center: After selecting the response button, click the send button to submit your response. Since this Survey has only one question, the progress bar under the send button is gray.

Right: The confirmation screen displays the "Complete!" message, a green checkmark, and the exit button (circled).
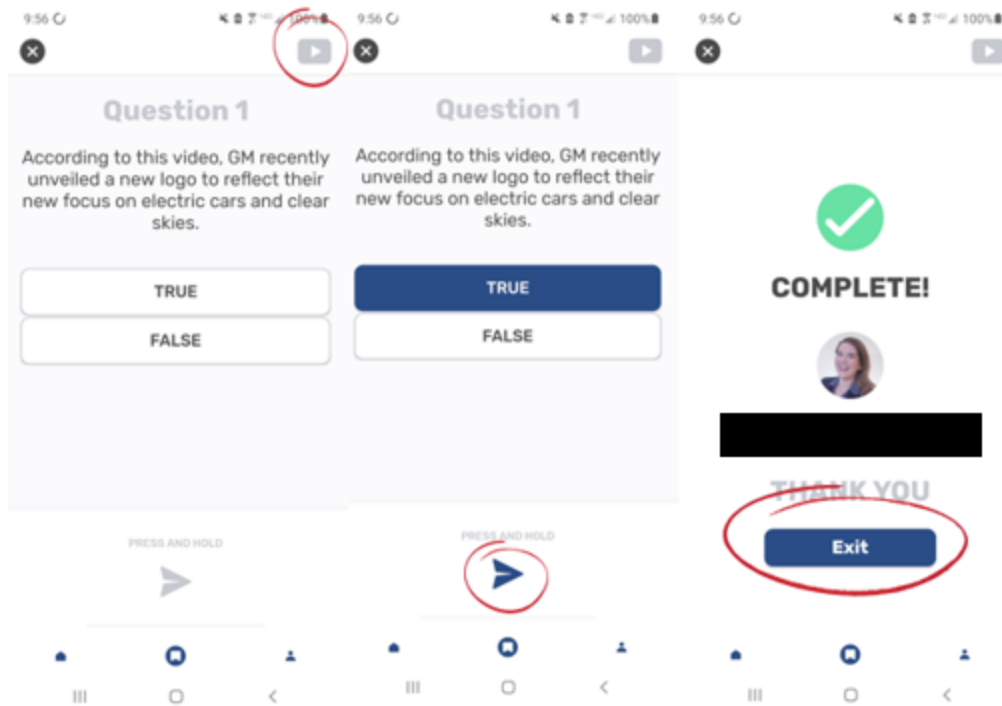
Completing a Survey with multiple questions

The progress bar at the bottom of the screen shows how close you are to completing the Survey. Following Survey questions will appear after each submission.

Responses for multiple-choice and true/false or yes/no questions are all submitted in the same manner by pressing and holding the checkmark button for iPhone users and the send button for Android phone users.

Image: Progress bar on a Survey.

Left: The progress bar on question 1.

Right: The questions are numbered across the top of the screen. In this image, the Survey is on question 5 out of 26. (Most Surveys are not this long.) The progress bar, circled on the bottom of the screen, shows how close you are to the end of the Survey.
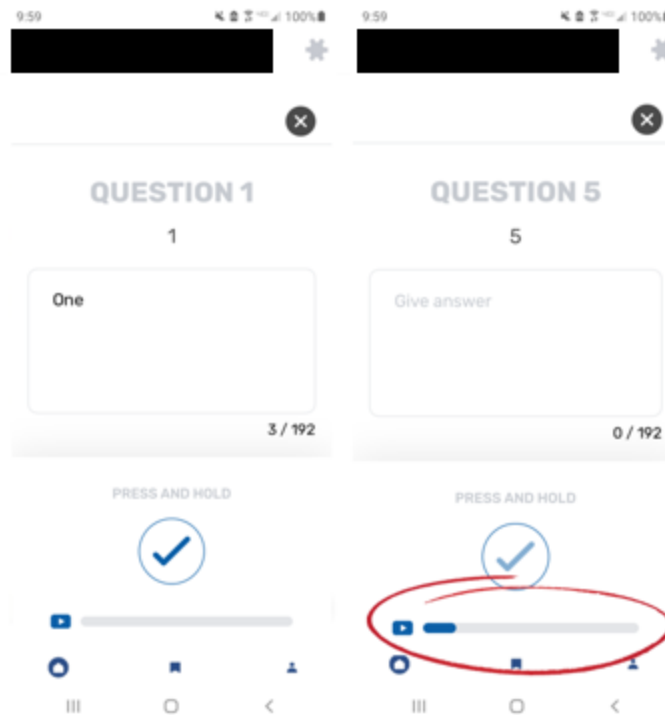
Saving a Survey

If you need to complete the Survey at another time, click the "X" on the upper right corner of the screen. You will receive a message asking if you would like to exit or continue.

Exiting the Survey does not erase prior responses. The "Wait, not yet" option allows you to continue from the same screen. The Survey will be saved in your inbox for easy retrieval. You can also find it in your Feed. It will be marked as "Start Survey" in your Feed. By opening the Survey from your Feed, you will be returned to your last unanswered question.

For example, if you submitted responses for 2 out of 5 questions, you will be able to pick up exactly where you left off at question number 3 instead of starting over at 1.

Images: Pausing and returning to a Survey.

Left: The "Exit Survey" screen, which is accessed after selecting to "X" out of the Survey. By selecting "Wait, not yet," you can return to the Survey question. You can retrieve the Survey from your inbox to continue from your exit point.

Center Left: By selecting exit, you can select "Continue" to go back to the Survey. If you select to go back to your Feed, you will see the next screen.

Center Right: Instead of a completion message, you will see "Start Survey" on your Feed.

Right: Opening the Survey again will bring up the "Continue" screen, and you will return to your last unanswered question.
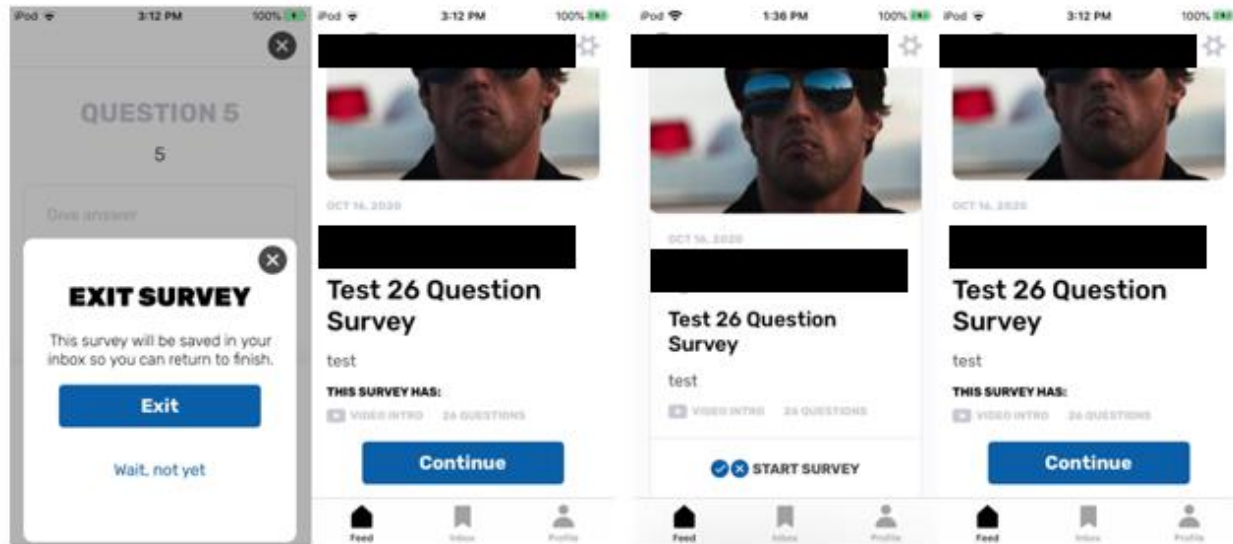
Events

Events give you the option to submit your RSVP status and save the Event to your phone's default calendar. This saves follow-up time for management and keeps you informed of Events.

Events show you the title, location, start date and time, and description on your Feed. The "RSVP" bar on the Feed also indicates an Event post.

Viewing Event details

You can submit your RSVP status from your Feed or the opened Event post. When you open an Event, you will see the same information plus the end date and time, the RSVP button, and a feedback comment option.

RSVP options and how to RSVP

From an opened Event, after clicking the RSVP button, you will see a screen with three RSVP options: iPhone users' options are: "Going," "Not Going," and "Maybe." Android phone users' options are: "Yes," "No," and "Maybe."

As with all other post types, the "press and hold" feature on the Send button helps you submit only your intended response. You can also change your RSVP status using the same steps.

After submitting the RSVP option and re-opening the post, you will see a check-in option for Events the same day. If the Event is at least one day in the future, you will see the option to add the Event to your calendar.

> Image: Submitting an RSVP option on an Event post.

> Left: The RSVP bar is circled on the Event post on the Feed.

> Center left: The RSVP button is circled on an opened Event post. The opened Event post also shows the end date and time, the RSVP option, and a feedback comment option.

Center right: The Yes and Send buttons are circled.

Right: The opened Event post also shows the end date and time, the RSVP option, and a feedback comment option. The RSVP bar on the Feed will be marked "Yes" for iPhone users and "Going" for Android phone users.
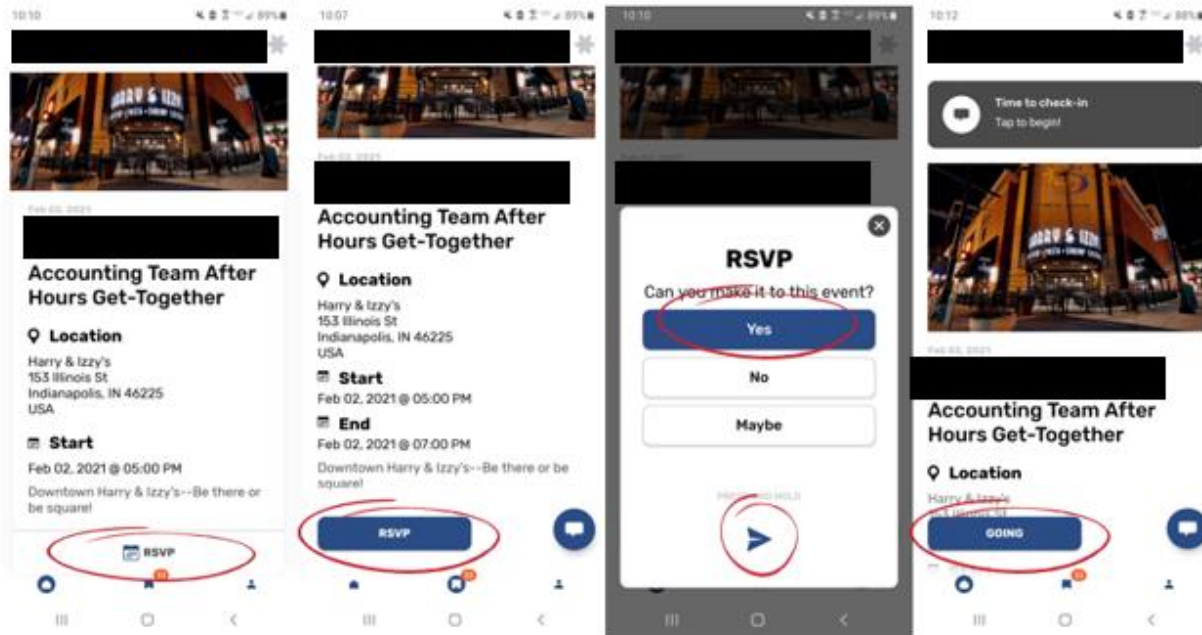
Event feedback options

The feedback comment button can be seen in an opened post and works the same way as the option in an Announcement. A successful feedback comment submission will also display a green checkmark. An additional reminder for feedback appears after declining an RSVP. Feedback can be submitted for any reason.

Image: Selecting the feedback option on an Event, entering feedback, and submitting a feedback comment.

Left: The feedback comment button is circled on the opened Event.

Center left: The total character count display (circled) includes a reminder of the maximum number of characters, which is 192. For iPhone users, pressing "Done" below the feedback window will minimize the keyboard to press the Send button. Android phone users will need to press their phone's down arrow button to minimize the keyboard for the next step.

Center right: The feedback confirmation screen with a confirmation message (circled).

Right: The green checkmark appears on the feedback button (circled) as additional confirmation.
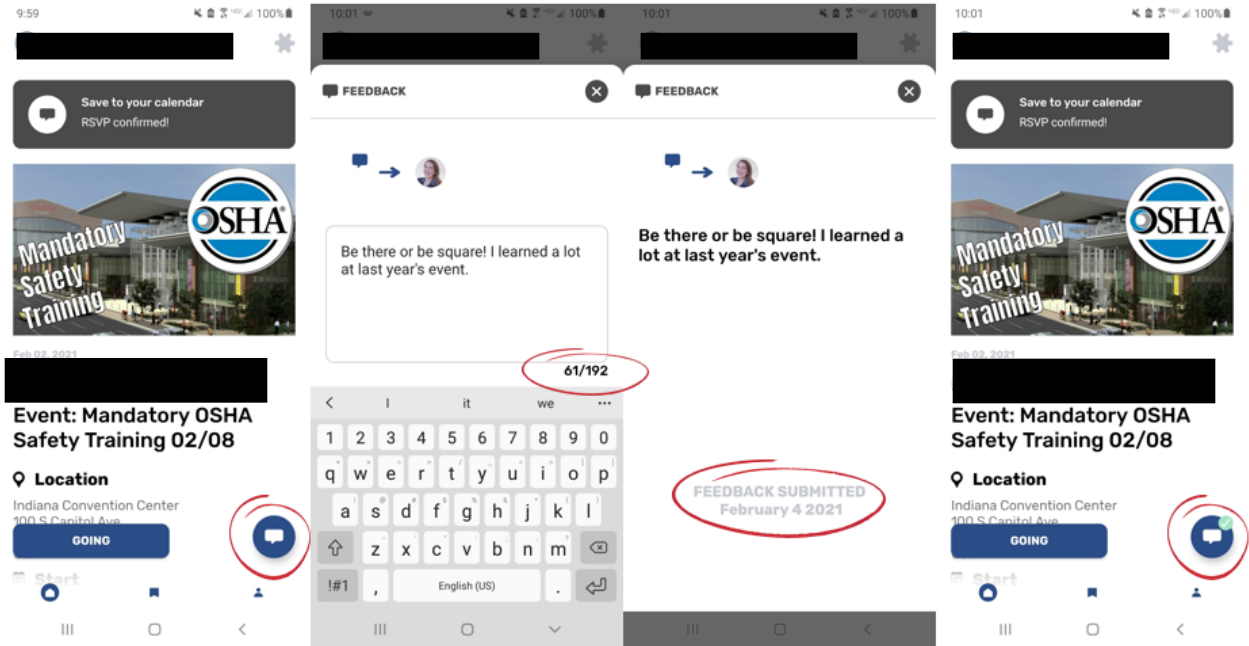
Saving an Event to the Calendar

After selecting "Yes" (on an iPhone) or "Going" (on an Android phone), you can return to the Event to see the "Save to your calendar" option with the "RSVP confirmed!" message. The button at the bottom of the screen also confirms the RSVP status. (Neither the "No"/"Not Going" nor "Maybe" options will prompt you to save the Event to your calendar.)

By clicking the "Save to your calendar" option, your calendar options on your phone will open. By clicking "Add," you can add the Event, with location, title, and description saved on the calendar within the duration of the Event on the Event's date.

> Image: Saving an Event to the phone's calendar and confirmation screen.
>
> Left: The "Save to your calendar" option on a "Going" RSVP status.
>
> Center: The calendar option screen. Installed phone calendar apps with open permissions will appear on this screen. If a calendar option is not on this screen, make sure your preferred calendar is installed, active, and has updated permissions.
>
> Note: Changing the status to "No"/"Not Going" will not delete the Event from your calendar. Deleting the Event in your calendar before changing RSVP status to "No"/"Not Going" is recommended.
>
> Right: "Event saved" message (circled) briefly appears to confirm the saved event.
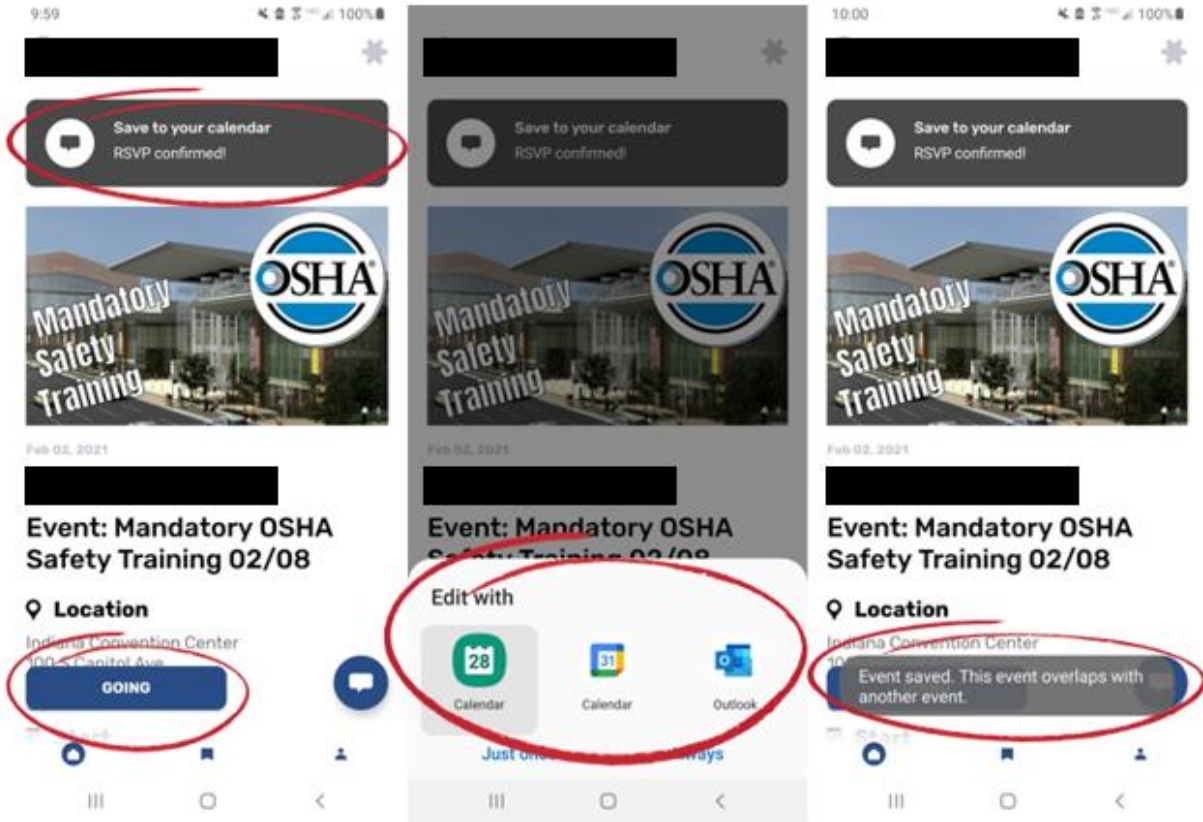
Changing RSVP status

You can still change your RSVP status after saving the Event to your calendar, but you will need to remove the Event from your phone's calendar. To change your RSVP status, click the status bar from your Feed, which opens the RSVP options from the post.Follow the same steps as submitting your initial RSVP status.

Your updated RSVP status will appear on the opened Event post and the status bar on your Feed.

Troubleshooting

The two easiest ways to avoid most errors:

1. Use your main work email address to log in.
2. Keep your phone and the BRAND app updated with the most recent operating system releases and app version updates.

Logging in/Password

Unrecognized user: Using your main work email address is recommended. If you enter an email that is not in the system, you will be an unrecognized user. This app is free for you, but it is invitation-only, which is why an email address that is not in the system will not be recognized.

Reset password/forgot password: If a password has not been assigned, select "Forgot password" to reset your password. Use your assigned work email address, or the email will not be recognized.

Didn't receive the password reset email: Check your spam or junk email folders first. A password reset email will be sent only to an email address that is in the system. If you enter an email address that is not in the system, you will not receive the password reset email.

Using your Feed

No new activities: Depending on your device and operating system, your Feed will not automatically update. Clicking the feed button (the home icon on the bottom left) or clicking and dragging from the top to the bottom of your Feed will refresh your screen to display the most recently published posts.

Notifications

No notifications: If you have turned off your phone's notifications (such as a "Do Not Disturb" mode), you will not be notified of new posts. Check your phone's notification settings and app settings. The BRAND app's default setting creates a notification for each new post.

Profile

Unable to upload a photo: Profile photos should be fewer than 4MB for a successful upload.

Can't update profile details: You can update your mobile phone number and upload a profile image. If other fields (Full Name, Work Email, Job Title, or Department) should be updated, contact your Human Resources department.

Feedback/Sentiment Reactions

The app won't take my sentiment reactions: To make sure intended reactions are submitted, "press and hold" your chosen sentiment reactions. This helps you submit intended reactions instead of accidentally submitting the incorrect response. Make sure you are using the most recent version of the BRAND app and the most recent update of your phone's operating system.

The app won't take my feedback: Pressing and holding the send icon will send your feedback comment. Make sure you are using the most recent version of the BRAND app and the most recent update of your phone's operating system.

I can't change feedback: After a feedback comment is submitted, it cannot be changed. Although sentiment reactions and RSVP statuses can be changed, a feedback comment cannot be changed after it has been successfully submitted.

Event Calendar

I can't save an Event to my preferred calendar: If you cannot find your preferred calendar on the calendar option screen, make sure your preferred calendar app is installed correctly, active, and has **open permissions**. Make sure you use the most recent version of both the BRAND app and your preferred calendar app. You should also update your phone with the most recent update of your phone's operating system.

Canceled Event is still in the calendar: Changing the status from "Going" (for iPhone users) or "Yes" (for Android phone users) to "Not going" (for iPhone users) or "No" (for Android phone users) will not delete the Event from your calendar. Deleting the Event before changing your RSVP status to "Not going"/ "No" is recommended.